

Amendments to the Claims:

This listing of Claims will replace all prior versions, and listings, of claims in the application where added material is shown in underlined type, and deleted material is shown in ~~strikeout type~~ or within double brackets:

Listing of Claims:

1. (Currently amended) A method for displaying advertising in conjunction with a streaming video program comprising:

- presenting a streaming video program in a video presentation window;
- receiving an ad event signal that indicates that an ad is to be displayed;
- pausing presentation of said streaming video program in response to said ad event signal;
- opening a display window in response to said ad event signal;
- disabling at least one control function of said display window;
- adjusting said display window to a predetermined size in response to said ad event signal;
- displaying advertising in said display window;
- closing said display window; and
- resuming presentation of said streaming video program.

2-3. (Cancelled)

4. (Currently amended) The method of claim 1 wherein said adjusting step comprises:
adjusting said display window to full-screen size in response to said ad event signal.

5. (Original) The method of claim 1 wherein said ad event signal is embedded in said streaming video program.

6. (Original) The method of claim 1 wherein said ad event signal is generated by a software program operating at the receiver of said streaming video program.

7. (Currently amended) A method for displaying advertising in conjunction with a streaming video program comprising:

- presenting a streaming video program in a video presentation window;
- receiving an ad event signal that indicates that an ad is to be displayed;
- pausing presentation of said streaming video program in response to said ad event signal;
- disabling at least one control function of said video presentation window in response to said ad event signal;
- adjusting said video presentation window to a predetermined size in response to said ad event signal;
- displaying advertising in said video presentation window in response to said ad event signal;
- re-enabling said at least one control function of said presentation window; and
- resuming presentation of said streaming video program.

8. (Cancelled)

9. (Previously presented) The method of claim 7 wherein said adjusting comprises:
adjusting said video presentation window to full-screen size.

10. (Original) The method of claim 7 wherein said ad event signal is embedded in said streaming video program.

11. (Original) The method of claim 7 wherein said ad event signal is generated by a software program operating at the receiver of said streaming video program.

12. (Previously presented) A method for displaying advertising in conjunction with a streaming video program comprising:

- presenting a streaming video program in a video presentation window;
- receiving an ad event signal;
- continuing presentation of said streaming video program;

checking the size of said video presentation window in response to said ad event signal;
adjusting the size of said video presentation window to a predetermined size if said window is of another size;

overlaying said streaming video program with an advertisement in response to said ad event signal and disabling at least one control function of said video presentation window;
restoring the size of said video presentation window if said size was adjusted; and
continuing presentation of said streaming video program.

13. (Original) The method of claim 12 wherein said ad event signal is embedded in said streaming video program.

14. (Original) The method of claim 12 wherein said ad event signal is generated by a software program operating at the receiver of said streaming video program.

15. (Cancelled)

16. (Previously presented) The method of claim 12 further comprising re-enabling said at least one control function of said presentation window.

17. (Currently amended) A method for displaying advertising in conjunction with a streaming video program comprising:

presenting a streaming video program in a video presentation window;
receiving an ad event signal that indicates that an ad is to be displayed;
pausing presentation of said streaming video program in response to said ad event signal;
selecting a display window other than said video presentation window in response to said ad event signal;
saving the contents of said display window;
disabling at least one control function of said display window;
adjusting the size of said display window to a predetermined size in response to said ad event signal;

displaying advertising in said display window in response to said ad event signal;
restoring the contents of said display window; and
resuming presentation of said streaming video program.

18. (Cancelled)

19. (Previously presented) The method of claim 17 further comprising re-enabling said at least one control function of said display window.

20 -21. (Cancelled)

22. (Previously presented) The method of claim 17 wherein said adjusting comprises:
adjusting said display window to full-screen size.

23. (Currently amended) A method for displaying advertising in conjunction with a streaming video program comprising:

presenting a first streaming video program in a video presentation window;

receiving an ad event signal that indicates that an ad is to be displayed;

disabling at least one control function of a display window in response to said ad event signal;

adjusting the size of said display window to a predetermined size in response to said ad event signal;

displaying a first advertisement associated with said first streaming video program in said display window in response to said ad event signal;

receiving a second streaming video program;

setting an indicator if an advertisement is being presented in conjunction with said second streaming video program;

displaying a second advertisement associated with said second streaming video program in said display window if said indicator is set; and

presenting said second streaming video program in said video presentation window.

24. (New) The method of Claim 1, further comprising preventing resizing of said display window.

25. (New). A method for displaying advertising in conjunction with a streaming video program comprising:

presenting a streaming video program in a video presentation window;

receiving an ad insert event signal that indicates that an ad is to be displayed;

pausing presentation of said streaming video program in response to said ad insert event signal;

opening a display window in response to said ad insert event signal;

adjusting said display window to a predetermined size in response to said ad insert event signal;

displaying advertising in said display window;

closing said display window; and

resuming presentation of said streaming video program.

26. (New) The method of claim 25 further comprising disabling at least one control function of said display window.

27. (New) The method of claim 25 wherein said adjusting comprises adjusting said display window to full-screen size.

28. (New) The method of claim 25 wherein said ad insert event signal is embedded in said streaming video program.

29. (New) The method of claim 25 wherein said ad insert event signal is generated by a software program operating at the receiver of said streaming video program.